

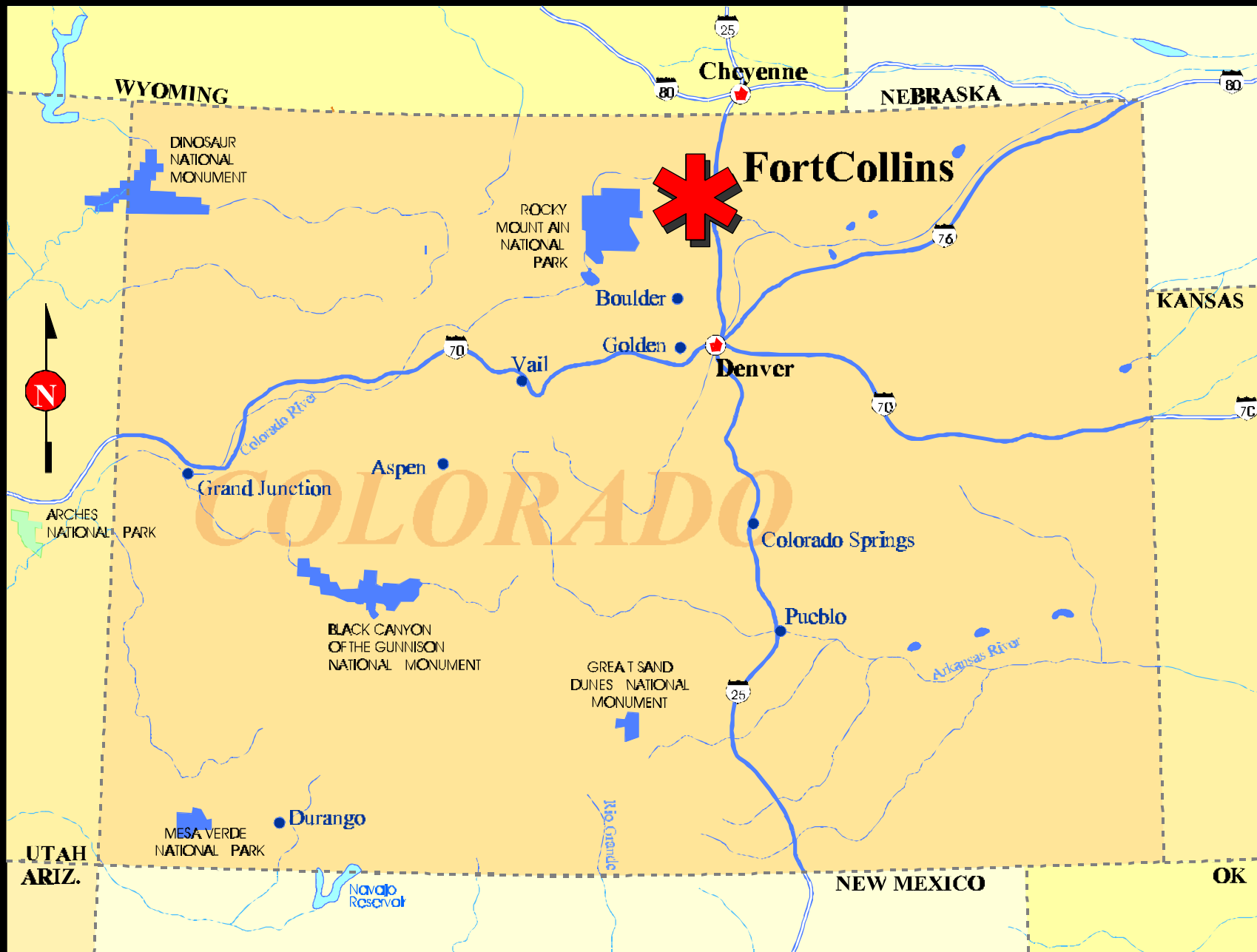
SELLING WIND ENERGY

Lessons from Fort Collins



***Fifth National Green Power Marketing Conference
Powering the New Millennium
August 7, 2000
Lori Clements-Grote***







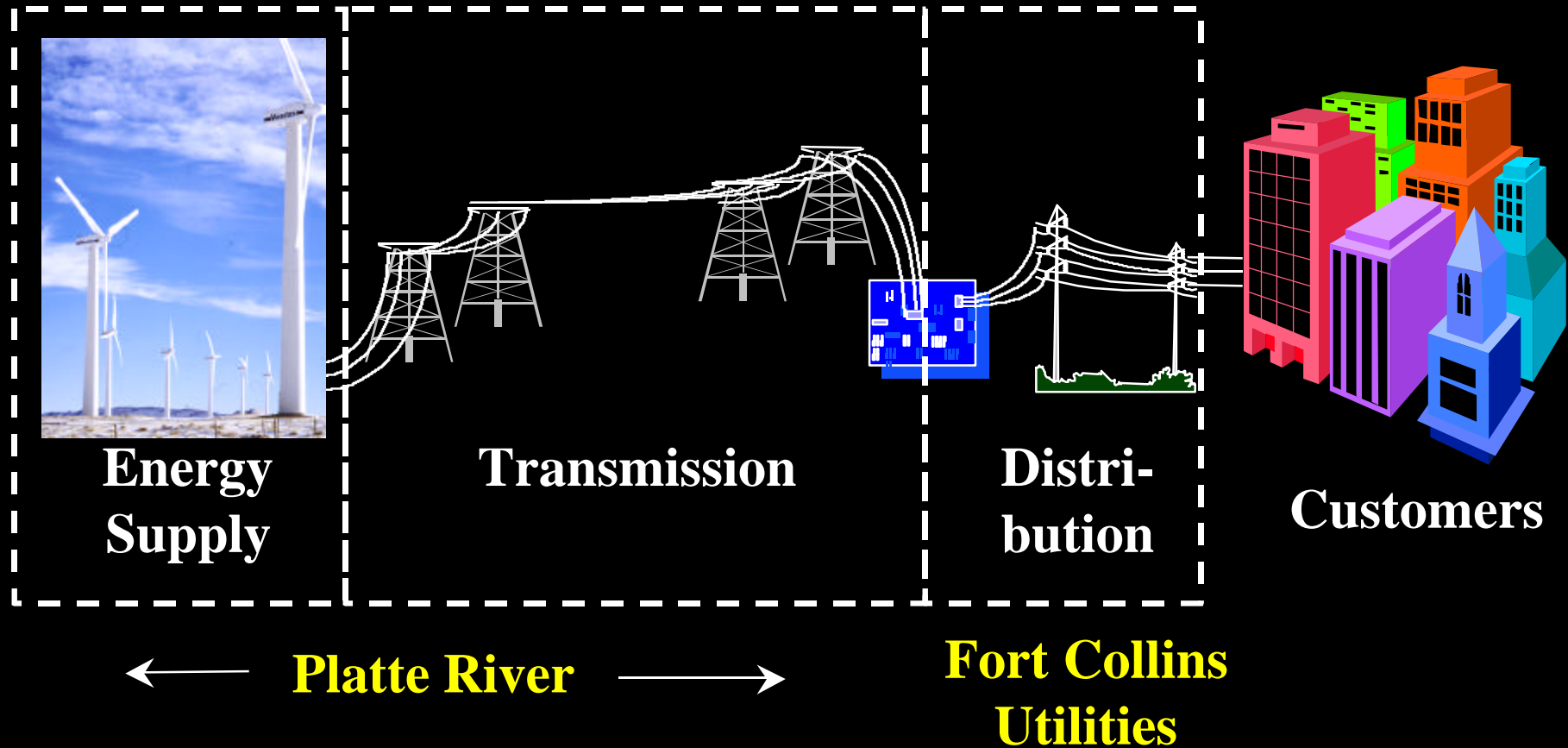
Fort Collins,
Colorado

Why Wind Energy?

- **Resource planning / customer surveys:**
 - **Local environmental awareness & interest**
 - **More cost effective than solar program**
 - **Willingness to pay higher costs (level unknown)**
 - **New resource preferences**
- **Technology advancements**
- **“Local” wind resource**
- **Opening markets & customer choice**

Background

- Local Electricity Services Providers -



Getting the *Green* Light

- Commit to wind only when minimum pre-subscription levels reached
- Limit the number of turbines during the pilot phase to three
- When threshold reached, Platte River issued RFP and sought suppliers

Why a Pilot Program?

- To explore the feasibility of wind energy:
 - Does the technology work?
 - Did we price it accurately?
 - Is there sustainable interest in the community?
 - Information from Pilot to determine future direction

Original Offer

- Residential customers agree to pay 2 cents per kWh for total usage
- Commercial customers sign up for total usage or in 1,000-kWh blocks for \$20 per block
- Three-year commitment

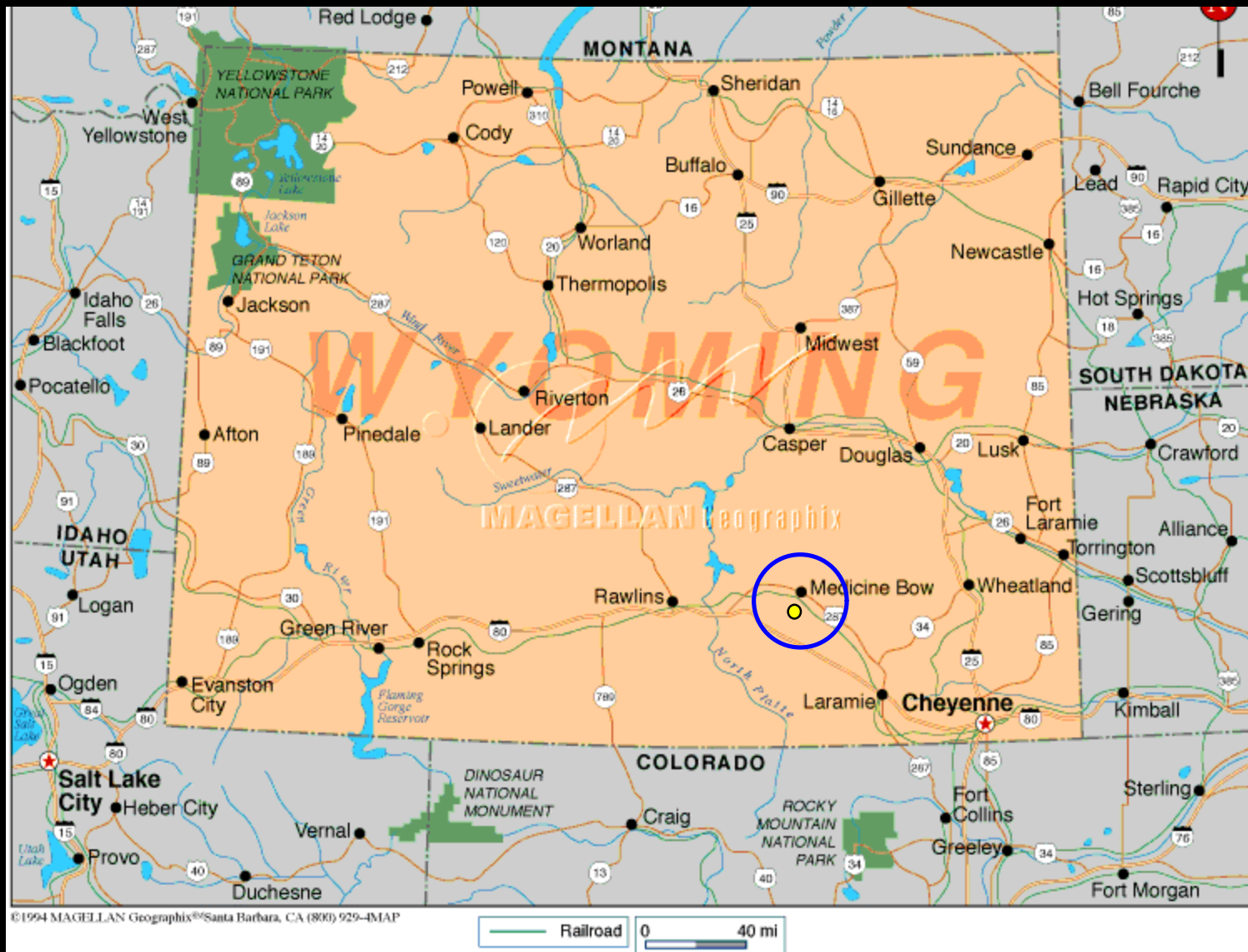
The Launch

- Media Relations
- Community Support
- Advertising & Direct Mail
- Other Outreach & Promotion

Pilot Results

- Enough customers to support two 600-kW turbines
- Waiting list
- April 12, 1998 -- First in Colorado!

Site Location





Turbine Site

- **Good wind**
- **Substation & line**
- **Roads & access**
- **Control building**
- **MET equipment**
- **Permits / easements**
- **Transmission rights**
- **Wind assets owned**
- **40-year land lease**
- **Good performance**

Then What?

- Demand remained strong
- New Belgium Brewing Company wanted to commit
- Research indicated additional interest
- Platte River made sales to other cities and other utilities
- Decision to expand summer 1999

The New Offer

- 2.5 cents per kWh
- Equivalent of household electricity use
- Any number of 400-kWh blocks
- Blocks are \$10 per block per month

Commercial Customers

- Equivalent or portion of electricity use
- Any number of 1,000-kWh blocks
- Blocks are \$25 per block per month
- Recognition in Fort Collins Utilities' ongoing community outreach

Marketing Phase II

- Utility bills
- Articles
- Letters to waiting list and others
- Media
- Newsletters
- Displays
- Tours

Where are we now?

- More than 700 residential subscribers
- 21 commercial subscribers
- City of Fort Collins becomes a subscriber
- Phase III turbines built
- Total of 10 turbines with a capacity of 6 megawatts
- Fort Collins purchases output of 5.5 of those turbines

Business Subscribers

- **Air Resource Specialists**
- **Apt, Aylward & Kneeland**
- **Alpenglow Medical**
- **Chiropractic Wellness Center**
- **City of Fort Collins**
- **EDAW, Inc.**
- **The Food Co-op**
- **Friendship Hospital for Animals**
- **Glaser Assoc. Architects**
- **Hewlett-Packard Company**
- **Kinko's**
- **Kramer & Houston Towing**
- **Mountain Centre for Healing**
- **New Belgium Brewing Company**
- **Old Town Import Repair**
- **Outpost Sunsport**
- **The Parts Place**
- **REI**
- **Roberto's Salsa**
- **Skibo's Front Range Tattoo Studio**
- **Walrus Ice Cream**

Medicine Bow Wind Project

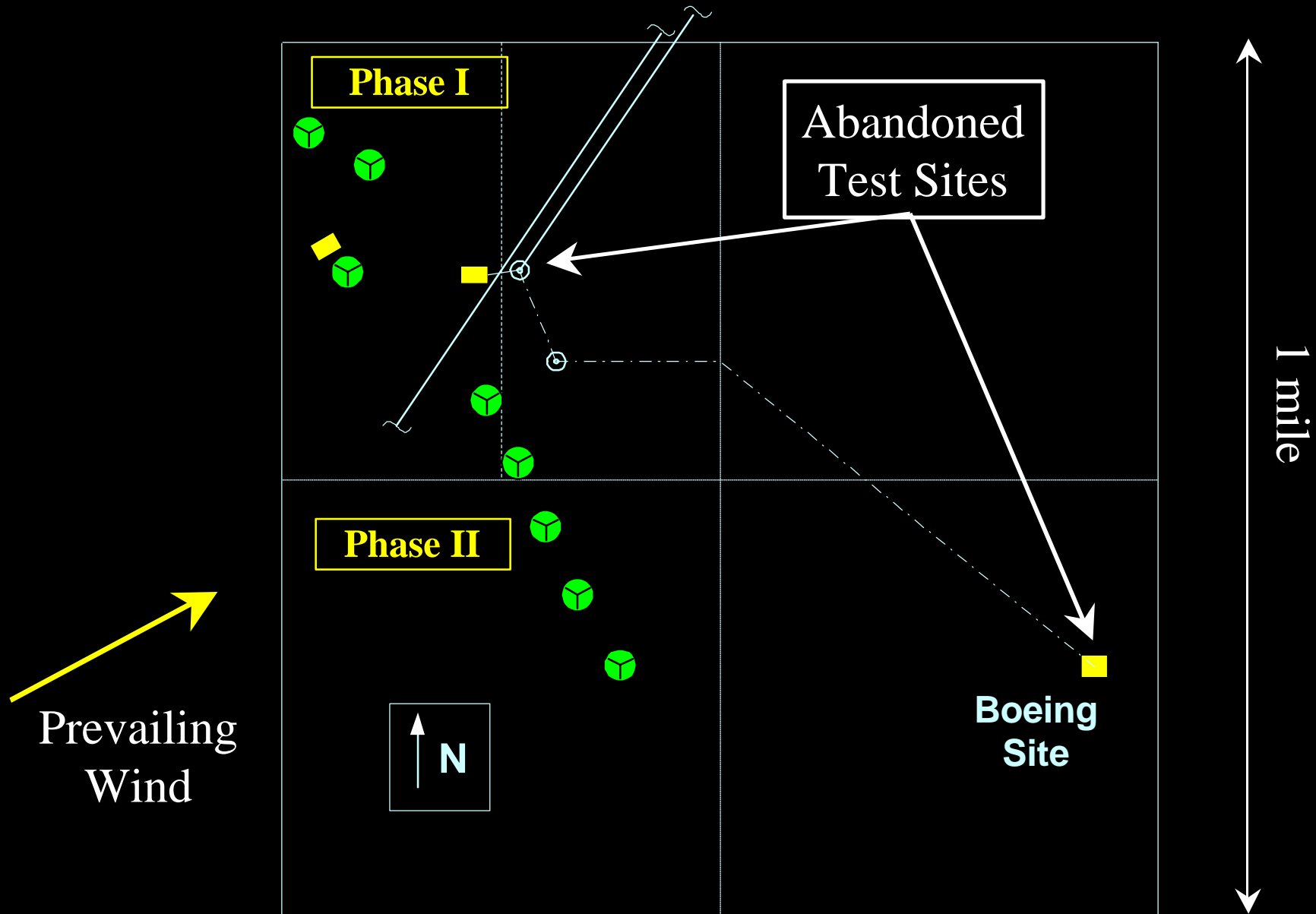
- Platte River Owners & Buyers -

+ 20-30 Wholesale
+ Aspen (Wind)
+ Tri-State (Wind)

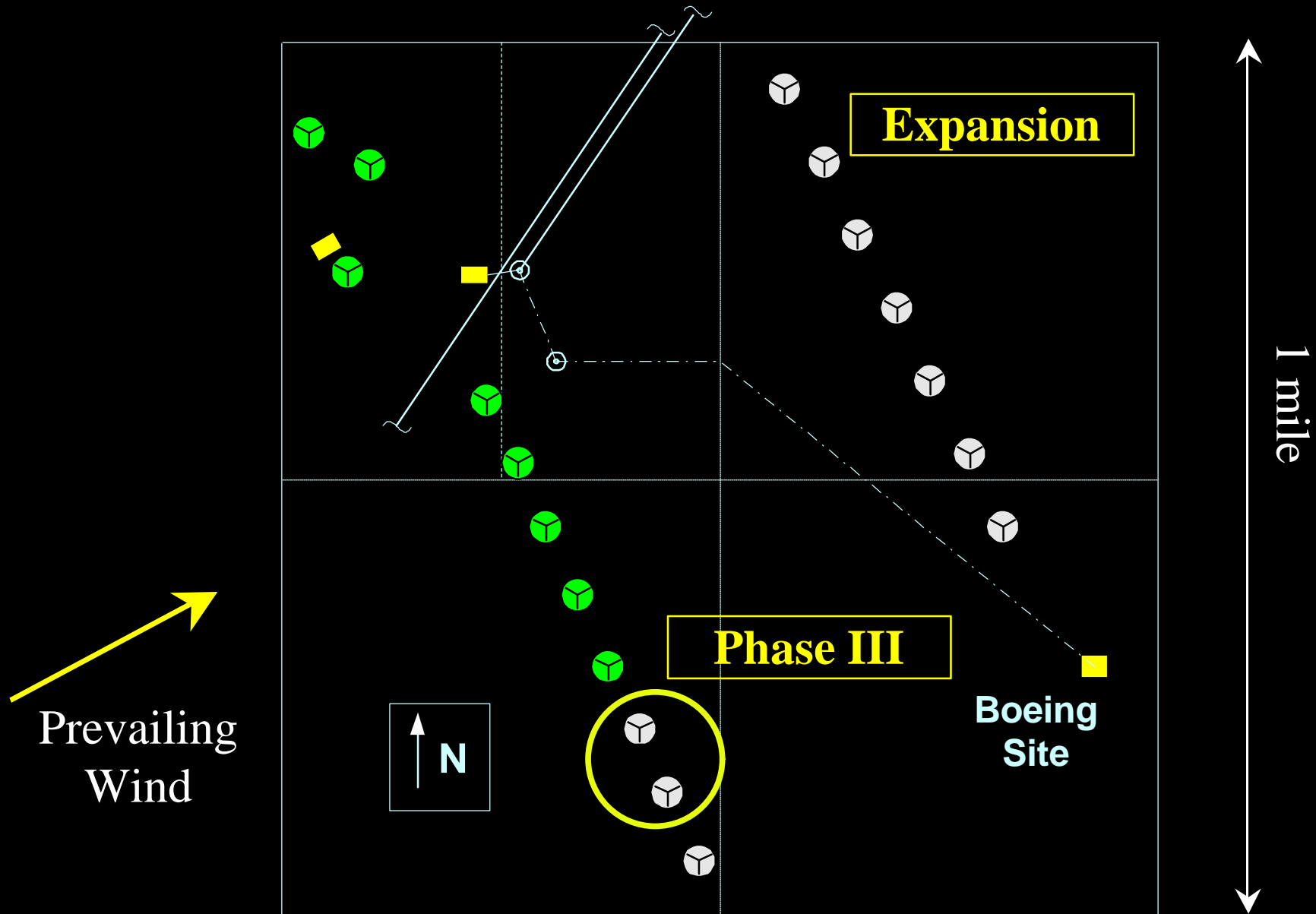
● Fort Collins
● Loveland
● Estes Park
● Longmont

Colorado

Phases I & II



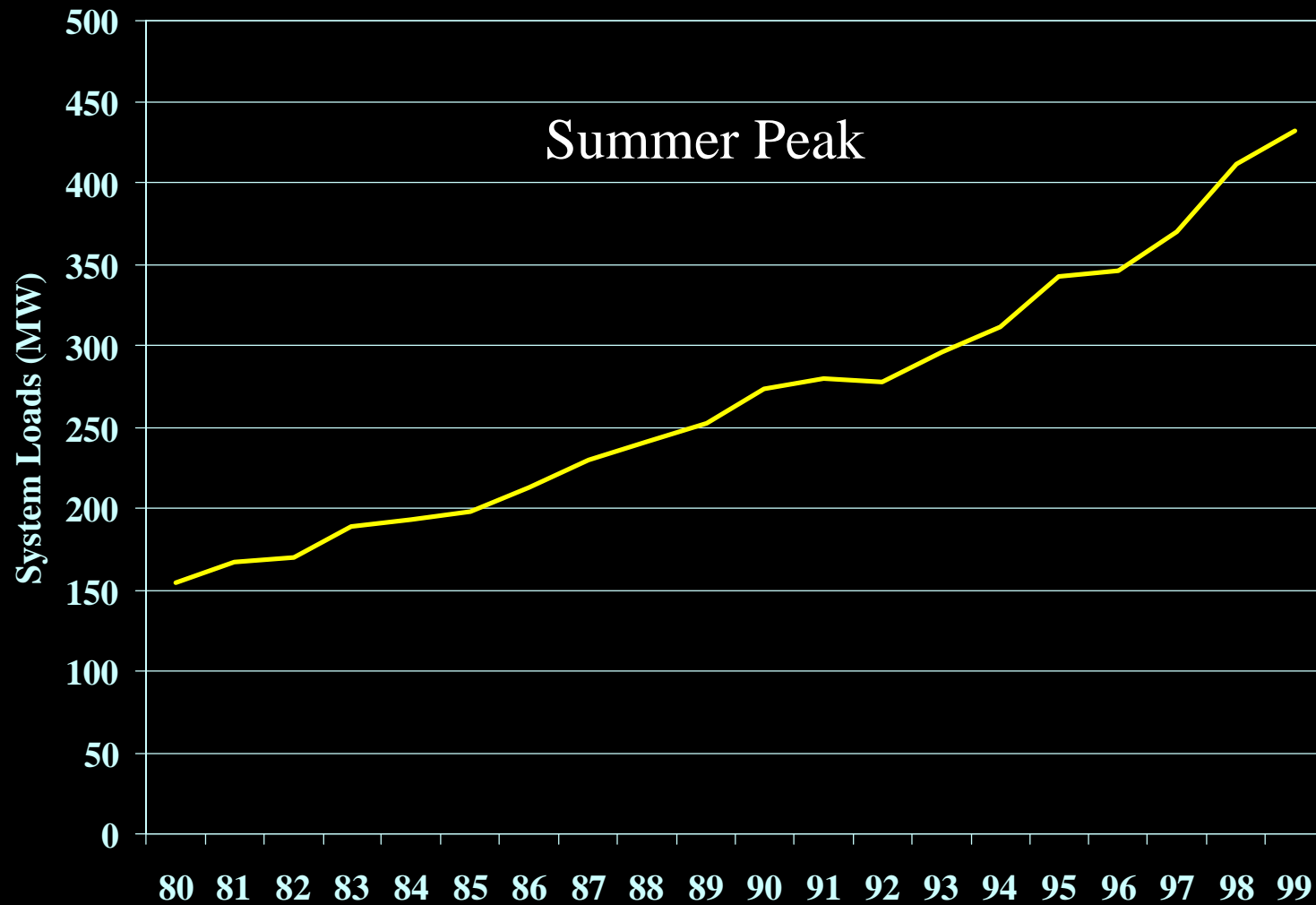
Phase III & Future Scope



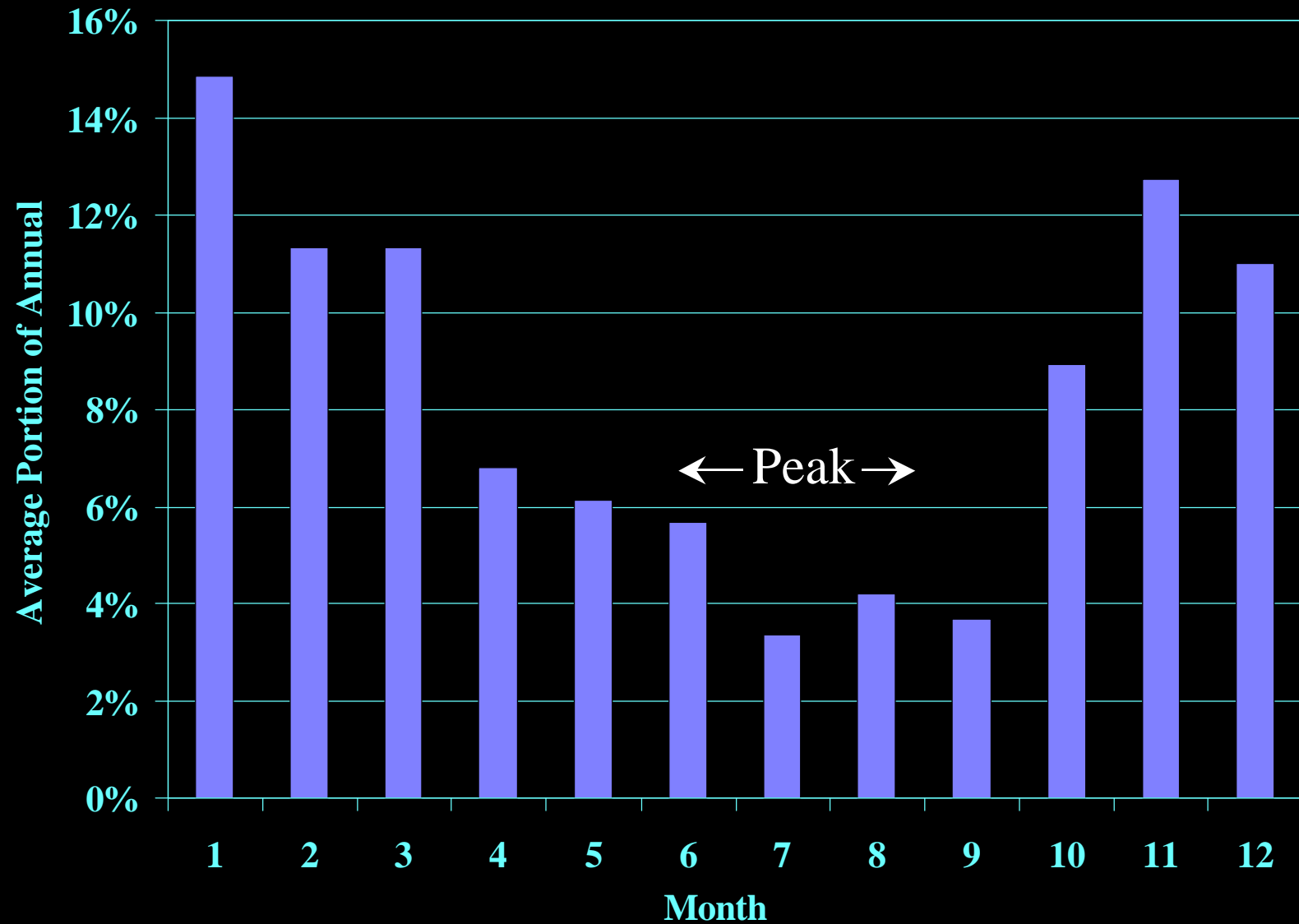
Challenges

- Sustainability
- Municipal issues
- Characteristics of wind
- Deregulation

Local Load Growth



Monthly Wind Energy



Opportunities

- Customer demand
- Demographics
- Increased awareness
- Growth
- Federal agencies
- Legislation: Deregulation & global climate change

More Information



- Visit these web sites:
 - www.light-power.org/windpowr.htm
 - www.ci.fort-collins.co.us/UTILITIES
 - www.prpa.org
- Questions?